

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 01503 281215Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W
-----061976 281220Z /11

R 271325Z FEB 78
FM AMEMBASSY JIDDA
TO USDOC WASHDC
INFO AMCONSUL DHAHRAN
SECSTATE WASHDC 1211
USLO RIYADH

UNCLAS JIDDA 1503

ATTENTION: FOREIGN BUYER PROGRAM.

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJ: COMMERCIAL PROGRAM, FOREIGN BUYER PROGRAM (FBP): SELECTION
OF U.S. TRADE SHOWS FOR FY 1979

REF: STATE 48966

1. EMBASSY REQUESTES 50 PROMOTION BROCHURES FOR THE FOLLOWING
FIRM FBP SHOWS LISTED PARA 5 REFTEL KEYED TO ALPHABETICAL
LISTING:

1978

A. NATIONAL OFFICE PRODUCTS ASSOCIATION (NOPA), OCTOBER
4-8, MCCORMICK PLACE, CHICAGO, I11.

C. INTERNATIONAL PUBLIC WORKS CONGRESS AND EQUIPMENT,
OCTOBER 14-19, MUNICIPAL AUDITORIUM, BOSTON, MASS.

1978 (CONT'D)

G. FOOD AND DAIRY EXPOSITION '78 NOVEMBER 5-9,
CONVENTION CENTER, ANAHEIM, CALIF.

1979

I. IEEE/PES TRANSMISSION AND DISTRIBUTION CONFERENCE
AND EXPO, APRIL 1-6, WORLD CONGRESS CENTER, ATLANTA, GA.

L. AMERICAN MEAT INSTITUTE CONVENTION AND EXPO.

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MCCORMICK PLACE, CHICAGO, I11, NOVEMBER 3-6.

2. POST WOULD BE INTERESTED IN FOLLOWING TENTATIVE SHOWS,
KEYED ACCORDING TO PARA 6 LISTING, IF COMMERCE NEGOTIATIONS
ARE CONCLUDED AFFIRMATIVELY. AT LEAST 50 BROCHURES WOULD
BE NEEDED.

1979

B. NATIONAL HOUSEWARES (NHMA) EXPO., JANUARY 15-18,
MCCORMICK PLACE, CHICAGO, I11.
D. INTELCOM'79 (WORLD TELECOMMUNICATIONS), FEBRUARY
25 - MARCH 2, CONVENTION CENTER, DALLS, TEXAS.
E. NATIONAL COMPOUTER CONFERENCE (NCC '79) AND SHOW,
JUNE 4-7, COLISEUM, NEW YORK CITY.

3. POST SUGGESTS THAT ABOVE SHOW ORGANIZERS INCLUDE ARABIC
LANGUAGE IN MULTI-LINGUAL BROCHURES IN VIEW OF THE LARGE
POTENTIAL MARKET IN THESE PRODUCT AREAS IN NEA. ALTHOUGH
SAUDI BUSINESSMEN ARE RELUCTANT TO TRAVEL IN GROUPS
WITH POTENTIAL COMPETITORS, MANY WHOM POST HAS CONTACTED
IN PREVIOUS FBP PROMOTION EFFORTS HAVE ADVISED US THEY
WOULD VISIT SHOWS INDIVIDUALLY, AND APPROXIMATELY 50
HAVE DONE SO.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978JIDDA01503
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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From: JIDDA
Handling Restrictions: n/a
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 48966
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
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Review Withdrawn Fields: n/a
SAS ID: 3425215
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM, FOREIGN BUYER PROGRAM (FBP): SELECTION OF U.S. TRADE SHOWS FOR FY 1979
TAGS: BEXP, SA
To: COM
Type: TE
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Review Markings:
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